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ABSTRACT

This volume offers 36 papers on higher education fundraising. Major topics treated are the development function, foundations of fund raising, annual giving, major gifts, campaigns, corporate and foundation support, special constituencies, managing development programs, special considerations for institutions, and special considerations for the development professional. The papers are: (1) "Defining Institutional Advancement, Development, and Fund Raising" (Michael J. Worth); (2) "Elements of the Development Program" (Michael J. Worth); (3) "The Historical Overview" (Michael J. Worth); (4) "Characteristics of Donors"(T. R. Pezzullo and B. E. Brittingham); (5) "Characteristics of a Successful Fund-Raising Program" (Bruce A. Loessin and Margaret A. Duronio); (6) "The Roles of Key Individuals" (Sara L. Patton); (7) "The Role of Institutional Planning in Fund Raising" (Rick Nahm and Robert M Zemsky); (8) "The Annual Giving Program" (Ann G. Louden); (9) "How to Prepare a Direct Mail Solicitation" (Connie Clark); (10) "Major Gift Programs" (David R. Dunlop); (11) "Fundamentals of Planned Giving" (Ronald E. Sapp); (12) "How to Solicit a Major Gift" (Michael F. Adams; (13) "Campaigning in the Nineties" (William P. McGoldrick); (14) "The Use of Fund-raising Counsel from Counsel's Perspective" (George A. Brakeley III); (15) "Rethinking the Traditional Capital Campaign" (Joel P. Smith); (16) "Obtaining Corporate Support" (D. Chris Withers); (17) "Obtaining Foundation Support" (Max G. Smith); (18) "How to Write a Good Proposal" (Sarah Godfrey); (19) Raising Funds from Parents" (Kathleen A. Kavanagh); (20) "Raising Funds for Athletics:" (Jeffrey W. Gray); (21) "Fund Raising for Professional Schools within a University" (Robert R. Ashton); (22) "Hiring, Training, and Retaining Development Staff" (Karen E. Osborne); (23) Operating a Donor Research Office" (Eric Siegel); (24) "Measuring Fund-raising Costs and Results " (Richard B. Boardman); (25) "Organizing the Development Program" (Gary A. Evans); (26) "The Role of Public Relations in Fund Raising" (Roger L. Williams); (27) "The

Role of Alumni Affairs in Funding Raising" (Charles H. Webb); (28) "Development and Sponsored Research" (James W. Asp II); (29) "The Institutionally Related Foundation" (Royster C. Hedgepeth); (30) "Raising Funds for Independent Schools" (James M. Theisen); (31) "Raising Funds for Community Colleges"(Nanette J. Smith); (32) "Ethical Issues in Fund Raising" (Jake B. Schrum); (33) "Educational Fund Raising as a Profession" (Peter McE. Buchanan); (34) "Trends in Fund-raising Research" (Judy D. Grace); (35) "Legal Trends Affecting Philanthropy" (Norman S. Fink) A final section, "Current Issues and Perspectives," is by Michael J. Worth. Includes an index, a glossary, and a 120-item bibliography. (JB)

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